



TRAILS YOUTH INITIATIVES
ANNUAL REPORT
2022

Mission

30 years ago, Trails was established with the mission to challenge and equip vulnerable youth to become contributing members of the community.

That mission continues today.

\$1.9M

Funds generated through diverse revenue streams this fiscal year

128

Participants (ages 12 to 16) currently enrolled in the Four Seasons, Four Years, For Life program

39

Students who received the Trails Bursary and mentorship for post-secondary with an average bursary size of \$6,000, with a total of \$185,580 paid in 2022

9

Post-secondary Trails Bursary graduates in 2022, including five bachelors degrees, two college diplomas and two doctorate degrees

600+

Graduates in Trails' 30-year history, with 125 actively involved in For Life in 2022

99%

Percentage of our youth who graduate high school (compared to a 50% drop out rate of peers in low-income communities)

\$18.20

Every \$1 donated to Trails generates \$18.20 in social impact value to program participants and society over their lifetime

FOUR SEASONS

Participants come to Trails for two weeks in the summer and one weekend a month throughout the school year with the same cohort of 20 peers and five staff. Experiential learning takes place through a variety of activities in each season with the goal to instill practical skills, relevant knowledge, and the self-confidence to use them.

FOUR YEARS

Starting at age 12, participants come to Trails for a minimum of four years, with each program element building on the success of the previous year's learning. This continues year over year. Upon graduation, participants can enroll in the fifth year Leader-in-Training (LIT) program, and then apply to become a Facilitator-in-Training (FIT).

FOR LIFE

Trails graduates take the skills they learned and transfer them to day-to-day life: at home, in school, in their communities and in their future workplaces. Our For Life program provides mentorship, bursaries, networking and learning opportunities for alumni.

FIND US ONLINE:



@trailsyouth



@trailsyouthinitiatives



www.trails.ca



@trailsyouthinitiatives

TO LEARN MORE, CONTACT TRAILS:

Trails Youth Initiatives

15599 Warden Avenue, Stouffville, ON L4A 2M9

admin@trails.ca | www.trails.ca | 905.836.0100

Charitable Reg. # 13505 0755 RR0001

MESSAGES FROM OUR PRESIDENT AND OUR CO-FOUNDER



Recently, one of our alumni visited Trails for a dose of “home.” He was recognized immediately by our participants who called out, “Hey, aren’t you the legendary bottle cap guy?” Clearly confused, I led this alumnus to our flag pole by the lake and pointed up at the 30th flag (designed by one of our alumni and pictured on the front page of this report). Looking up, he flashed back 30 years to a photo of him at age 12. Laughing, he said, “I swear those glasses were ‘mad drip,’ (cool style) even then.”

Style trends come and go, but Trails is ever-present for our 150 participants and 600+ alumni. Whether you have been part of Trails since day one, or for one day; whether you’re a 42-year old alumnus or a 12-year old participant—you are Trails.

2022 gave us the opportunity to integrate our new learnings from the pandemic, with tried and true traditions of the past. As we look to the future, we recognize that our success is due in large part to the strong core values that we were built on by the Hayhursts. I am honoured to carry the torch into the next 30 years and am grateful for each of you for your part in making a difference and changing lives.

Mel Millward
President

2022 TRAILS TEAM

Mel Millward
President
Anum Khan
Community & Recruitment Coordinator
Brandon Bansingh
Facilities Assistant
Brandon McKinley
Youth Development Director
Carlos Belchior
Facilities Coordinator
Erin McLean
Director of Alumni & Volunteer Engagement
Janelle Dayman
Director of Development

Jess Taylor
Program Director
Josh Harney
Director of Education
Leslie McGill
Office Manager/Donations
Richard Ouellet
Kitchen Manager
Stephanie Wright
Program Director
Tahirah Stanley
Donor Advisor
Whitney Lorentz
Donor Engagement Coordinator



Like most good origin stories, Trails started with a question. Two, actually. The first was “**Why?**” The second was “**What if?**”

When Hurst tapped me to start researching the concept in late 1991, he told me to challenge everything I thought I knew—and everything that others were telling us.

Why were camps only in the summer? **Why** were programs for vulnerable kids often just one-off interventions? **Why** did youth programs leave them behind after they stopped being... young?

In answering these questions, we came up with our core “Four Seasons, Four Years, For Life” model. To us, a year-round, multi-year, long-term commitment simply made sense. But it didn’t exist. So, we created it.

Hurst’s question then quickly moved from “**Why?**” to “**What if?**” And here I had my work cut out for me again.

What if we went solely to the private sector for funding? **What if** we measured success not by the number of participants, but by our impact on them? **What if** we had our own first-class, permanent, outdoor facility that the kids could call home?

Our answers soon formed the core tenets of Trails that continue to this day: a commitment to neither seek, nor accept, government funding; our philosophy of “A big impact on a few, rather than a small impact on many”; and our remarkable 143-acre Trails Lakeside site just north of Toronto.

Trails has always been well-served when we ask ourselves, “**Why?**” And to those who have kept asking, “**What if?**”—our kids, staff, volunteers, board, donors, community partners, and especially my dearly missed co-founder, Hurst—thank you for making our first 30 years just the beginning.

Jim Hayhurst Jr.
Co-founder & Chair, Board of Governors

BOARD OF DIRECTORS

Greig Clark

Chair

Mark Convery

Vice Chair

James Werry

Vice Chair

Greg Ryan

Treasurer

Alexander Singh

Amanda Haigh

Dr. Bob Henderson

Ashiqur Khan

Lauren Mostowyk

Jennifer Steckel Elliott

Jennifer Werry

Issa Guindo

BOARD OF GOVERNORS

Jim Hayhurst, Jr., Chair

James Werry, Vice Chair

Tricia Allen

Susan Armitage

Claire Barcik

Paul Brink

Joe Canavan

Tim Casgrain

Mary Anne Chambers

Jack Cockwell

Gordon Cressy

David Crombie

Kiki Delaney

Heather Fitzpatrick

Shaun Francis

Richard Hamm

Brooke Hunter

David LeClaire

David Kerr

Vahan Kololian

Sheldon Levy

Alex Markovich

John McIntosh

Bryan Pearson

Timothy Price

Aaron Regent

Steve Rogers

William Thorsell

Kelly Willis Green

MESSAGE FROM OUR CHAIR: *Greig Clark*

30 years of transforming lives makes a decent dent in the universe. I am proud to say that I was present at the creation of Trails as I was on the first Board of Directors in 1992. I was present but, to be honest, not that involved, in the actual creation of this marvellous organization. It was Jim Sr. (Hurst) and Jimmy Hayhurst, the co-founders, that turned a visionary concept into a practical reality on the ground that has been making a real difference.

I came back as Chair in 2020 at Hurst's request and have been continually amazed at what they built. The foundational systems and infrastructure were clearly excellent and have been continuously improved since then in the inexorable "Trails Way" of learning from each experience and always getting better.

After lots of interactions with kids and parents, as well as with our excellent people, I can say without hesitation that Trails has scored a "hat trick" with the three "S's" of a great Site; excellent Systems and fantastic Staff. Recently we also agreed on a fourth "S": Strategy. In July the Board approved Vision 2026 to continue to double the size of Trails and bring Hurst's dreams to reality. In his last Trails board meeting in February 2020 he said, "It is very clear that Trails WORKS, the world needs MORE Trails." We are working together to make it so. Thanks for your support to make that happen.



Greig Clark

Chair

416.455.7106



2022 HURST LEGACY AWARD RECIPIENT: *Fati Stanley*

Coming to Trails was like being part of the X-Men. They found us from neighbourhoods all over the city and brought us together. It was clear that we all had potential and our unique stories were our super powers. Trails built us up, taught us to love and respect each other, and made us feel special. There's no other place like Trails.

Growing up, I was always aware of the financial barriers my family faced. My mom was extremely resourceful, but I knew that school trips, camps, travel and post-secondary education all came with a steep price tag. Coming to Trails at age 12 was the first time I didn't feel this limitation. Trails removed these critical barriers and never asked for anything in return. Trails only asked that we always give our best. The Trails family of staff and campers made me feel like I belonged from day one. I was a bright-eyed boy looking to find a way to experience my dreams and adventures, and Trails made that possible.

When I think of my years at Trails, I think of my group as a family who spent four of our most formative years in life — together. It was like having cousins from all over the world and city. Together we found a place of safety and trust. Everyone had different pulls and challenges in their lives, but once a month, Trails pulled us together and away from those dark paths.

I remember a key moment on our week-long hike along the Bruce Trail. It had been an exhausting day, hiking up and down hills with a pack weighing half my weight. The trail seemed to never end. Finally, we found our perfect campsite. There was one problem — we were camping near a cliff. And although I am sure we were a safe distance, in the middle of the night I found myself having a terrifying dream and an overwhelming sense of claustrophobia. In the complete darkness I began to toss and turn and reach for the exit of the tent. I wildly unzipped the tent and leaped out to catch my breath. Just as I was about to sprint frantically into the darkness, a firm hand grabbed my leg. It was one of my friends who was also sleeping in the tent. Calmly, he reassured me that I was having a dream and that I was safe. As my clarity came back I realized where I was. My friend had grabbed me as I was about six feet from the cliff. I could feel the wind on my face and hear the waves crashing below. His words instantly calmed my nerves like nothing I had ever felt. I trusted him and knew that I would be okay.

It was the moment that I knew we were a true family, forever united. I am not sure what would have happened that night, but I know that my trip mates — a group I now count as my friends, my family — saved me from myself many times over our years together.

Sometimes support and outreach is in a formal role, and sometimes it means helping a friend, family or community member. Today I try to make a difference for the better in as many ways as I can. From my consulting career to the time I spend helping others, I am keenly aware of the bigger impact of my words and actions. For five years I served on the Ontario Trillium Foundation where I reviewed hundreds of grants for the most deserving of our charitable sector. Through this role I also helped organizations create sustainable funding models so they could continue to grow and thrive after their Trillium funding ran out. I have had the privilege to mentor a number of incredible young people through the Trails AIM program, at work and through personal connections. I also helped create and now sit as a board member for the Arts Access Fund, a special arts scholarship fund for deserving students who need the financial support to pursue a dream.

I have been able to take all my experiences learned at Trails — love for nature, appreciation of other people's experiences, leadership training, team-building tools, and accountability — and make a difference. 4 Seasons, 4 Years, 4 Life.

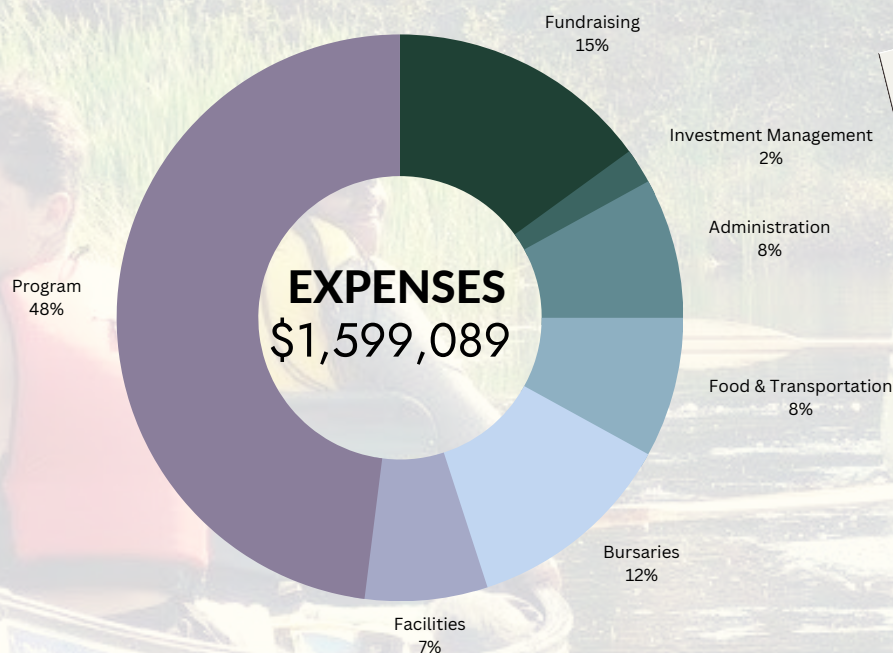
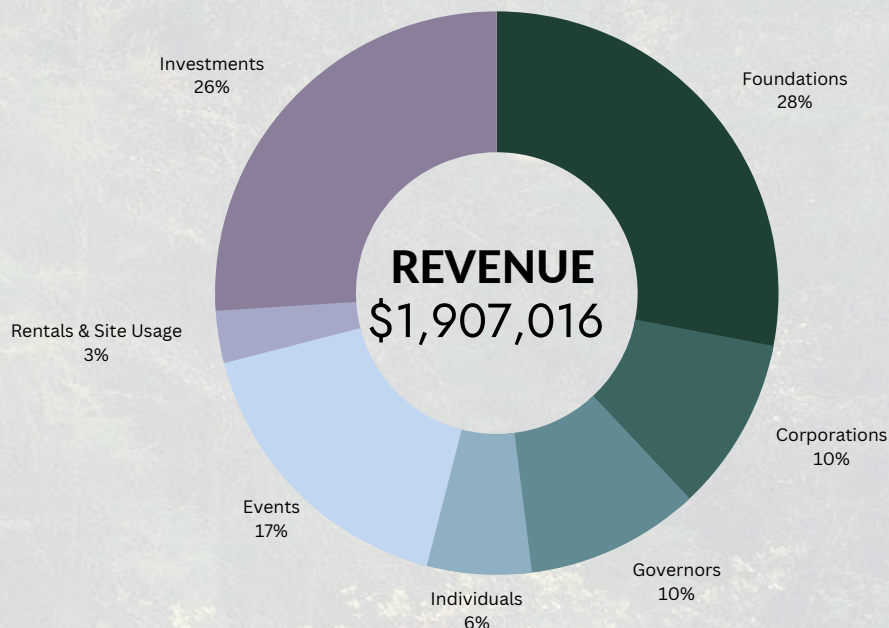
Duke of Edinburgh Gold Award | Trails AIM Mentor
Bachelor of Arts, Dartmouth College | RBC Olympian and Athlete Ambassador
Ivy League Track and Field Champion



FINANCIAL SNAPSHOT

Fiscal Year: October 1, 2021–September 30, 2022

*Trails is a registered charity and raises funds through events and donations from corporations, foundations and individuals.
Trails does not seek or accept government funding.*



2022 Events



On October 3, 2021, Kimchan Ramrattan shocked us all with his incredible feat of 800 burpees in one hour while our participants completed 1,254 burpees. In total, over \$83,000 was raised!

130 participants on 25 teams spent hundreds of hours outdoors for Trails in May. Including the online auction, we successfully raised over \$75,000.



Special thanks to Vance Cooper and his family who put on a great day of music and giving at Trails Lakeside on September 17 with three amazing bands entertaining over 150 guests.



Returning to Angus Glen Golf Club for our fifth year, this late-September event in support of Trails was sold out!



Vision Fund Update:

The Vision Fund was founded in October 2018 to finance the expansion of Trails to **double** the amount of vulnerable youth supported. Like most investment portfolios in 2022, the Fund experienced market volatility. 2022 audited financial statements list a -\$1,000,640 in unrealized loss, resulting in a deficiency of revenues over expenses of -\$692,713. Our Investment Committee continues to work with our professional money managers to monitor the continued positive performance which has delivered a total return of 15% on our original investment.

THANK YOU

for making a lasting difference!

\$50,000+

Annual Foundation
Fraser and Frances Deacon Legacy
Society Grants*
Jack Cockwell
Murray & Susan Armitage Foundation*
Lake Family's All One Fund

\$25,000+

Bank of Montreal
Paul Brink & Kate Cochrane-Brink
RBC Foundation
Robert Green & Kelly Willis Green
Foundation

\$10,000+

Airlie Foundation
Bryan Pearson
Catherine & Maxwell Meighen
Foundation
Charles H. Ivey Foundation
CI Global Investment Management
David Kerr
Diane Horton
Docusign
Greedy-Lennox Charitable Foundation
Greig & Carolyn Clark**
Hodgson Family Foundation
Ian & Linda Greenberg
Jane & Tom Sabourin Family Foundation
John & Randi Ivey
Kololian Foundation
Lang Family Foundation
Mackenzie Investments
Nature Canada
Nimmo Bay Wilderness Resort
Ontario Realtors Care Foundation
Paul Sabourin
Peter Gilgan Foundation
R. Howard Webster Foundation
Raymond Chang Foundation
Richard & Nancy Hamm
Scotiabank
Sudhir Thomas
TD Bank Group
TD Friends of the Environment
Foundation
Telus
Toronto Star Fresh Air Fund
Vivencia Cares Eh

*at Toronto Foundation

**United Church of Canada Foundation

\$5,000+

Anthony Rubin
Ash Khan
Avision Young
Cadillac Fariview Corporation
Chris Richardson
CCO Productions
Cooper Mediation
Estate of Winnifred B. Curry
Howard & Diane Taylor Family Fund*
Hunters International Insurance
Intact Financial Corporation
Interac
Johansen-Larsen Foundation
John McIntosh
KJ Harrison & Partners Inc.
Kopas Family Foundation
KPMG LLP
MacLeod Green Family Foundation
Mark & Lari-Ann Convery
Mawer Investment Management Ltd.
McColl-Early Foundation
McFadco Investments - Larry & Betty McFadden
Nemar Limited
Rob Krajcarski
Rotary Club of Toronto Eglinton Foundation
Sabourin Kimble & Associates Limited
Stephen Goldhar
Tree of Life Foundation

\$1,000+

Aletha Corporation
Allegis Group Foundation
Amelia Phillips Robbins & Jeff Robbins
Amer Sports Canada Sales Company
Aviva Insurance
Bill Martin
Bill Young
Bruce Shirreff
Burgundy Legacy Foundation
Carol Lome
Christopher Fernandes
David Hill
Dawn Infotek Inc.
Doug & Ruth Grant
Gandy Charitable Donation
George Lunan Foundation
Greg & Michele Ryan
Greygates Foundation
Howie Sacks
Jackman Foundation
Jacma Foundation

James Brennan
James Morrison
Jeff & Jonna Smith
Jeffrey Preszler
Jennifer & James Werry
Jim & Beth Hayhurst
Justin Morris-Geronimo
Katherine Andrews
Katherine Gurney
Kirk Roberts
Level 19
Linda Lee
Medcan
Michael Hogg
Melissa Millward
Natalie Schott
Philip Smith Foundation
Preston Whittaker - CAT Battlefield
Preszler Injury Lawyers
Scott Russell
Steve & Janelle Dayman
Tricia Allen
Trish Fonberg
Vance Cooper
Vanessa Morgan
Weppler Family Foundations
William Martin
Winfield Boyd

CORPORATE PARTNERS & IMPACT GROUPS

Avison Young
Aviva Insurance
Junior League Toronto
Mackenzie Investments
SPEC Furniture Inc.
TEKsystems
TELUS

VOLUNTEERS

Program Volunteers
Event Committees
Special Project Volunteers
Event Volunteers
Mentors (AIM)
Advisory Committees
Corporate Partner Volunteers

In total, over 285 alumni and community volunteers gave their time and talents to help make Trails successful this year. We are grateful for their contributions!

1992-2022: A Trails Timeline

A look back at some of the key milestones that got us to where we are today.



1992

Jim Hayhurst Sr and Jim Hayhurst Jr. found Trails as a registered charity with 46 youth enrolled in the program operated out of Kettleby



1998

Rotary Club of Toronto Eglinton helps to complete the building of the main lodge and three cabins



2001

14 of 20 Trails graduates receive the prestigious Duke of Edinburgh Gold Award (passports in hand and flown to Wales for it!)



1997

Trails secures permanent home in Stouffville with Lake Simcoe Region Conservation Authority partnership



2000

Trails initiates a fifth year Leader In Training (LIT) program and establish the Danielle Dion and Wendy Anderson Bursaries to provide financial assistance to alumni attending post-secondary education



2001

Ministry of Education grants Trails private school status; youth can now earn high school credits



2006

Trails becomes a member with the Ontario Camping Association



2013

In partnership with York Region District School Board, Trails develops the Outreach Program, delivering outdoor education to local students



2003

Trails establishes relationships with five Toronto District School Board schools in Toronto's Neighbourhood Improvement Areas to recruit participants



2010

Jim Hayhurst Sr., Founder and Jack Cockwell, Group Chairman at Brookfield Asset Management Inc. form the Trails Board of Governors



2015

Trails implements mentoring program for all Year 4 and LIT graduates



2019

Warren Clark accepts the inaugural Hurst Legacy Award, a prestigious award that recognizes an alumni living truest to the Trails mission



2021

The For Life program is formalized and engages twice as many alumni with expanded resources, including mentorship, career support, bursaries and employment



2017

Expansion begins! Launch the Vision Fund campaign and double youth enrolment, recruiting an additional 20 (total 40) year 1 participants per year. Build Hilltop Cabin and an addition to the lodge



2020

Virtual Trails, Trails City Day Camp and Family Camps support 100% of participants through the Covid-19 pandemic



2022

Creation of Boost Camp: an outdoor education employment training opportunity for alumni and others from underserved communities; 100% of Boost Camp participants hired as Trails Facilitators



Trails celebrates 30 years and marks the occasion with special events throughout the year, a new logo created by an alumnus, and envisioning the future



2022